

# Joshua Hook

Product Designer (UI/UX)

Palm Coast, FL · Remote | [josh.hook@proton.me](mailto:josh.hook@proton.me) | [LinkedIn](#) | [Portfolio](#)

## Professional Summary

Product designer with 12+ years of experience designing and shipping enterprise and consumer-facing digital products in regulated environments. Focused on executing clear, usable workflows across complex systems, reducing operational friction and supporting revenue-critical experiences.

Comfortable owning UX execution within defined product areas and working closely with product, engineering, and operations to deliver work that holds up in production.

## Core Skills

User Experience Design (UX), User Interface Design (UI), Interaction Design & Prototyping, Workflow & Systems Design, Design Systems & UI Standards, Requirements & Experience Definition, Enterprise & Internal Tool Design, Cross-Functional Collaboration, Data-Informed Design Decisions, Subscription & Lifecycle Design

## Professional Experience

### First American Financial Corporation

*Product Management Analyst (Product Designer – UI/UX Focus)*

May 2024 – Present · Remote

- Primary designer responsible for UX/UI execution across appraisal platforms, with a focus on the Workbench product and complex, regulated workflows used by appraisers and internal teams.
- Owned design decisions within flexible appraisal workflows that incorporate embedded third-party tools, working with engineering to support clear navigation and predictable handoffs during QA and rollout.
- Designed and shipped UAD 3.6 appraisal workflows spanning appraiser, review, and QA use cases, helping surface requirements gaps early and reduce late-stage rework.
- Implemented targeted CSS updates for the Workbench UI when delivery timelines required rapid alignment between design and production, reducing stakeholder-flagged inconsistencies prior to launch.
- Incorporated user feedback from an internal feedback portal to iterate on designs post-launch and address usability issues across appraisal workflows.

### First American Financial Corporation

*Associate Business Systems Analyst*

February 2023 – May 2024 · Remote

- Owned the end-to-end auto-renewal subscription experience supporting multi-million-dollar recurring revenue, eliminating manual renewal workflows and enabling the account management team to focus on revenue-growth activities.

- Defined the end-to-end renewal user experience and configured WooCommerce subscriptions as the WordPress subject-matter expert, working with engineering to integrate with legacy order-management systems.
- Redesigned webstore information architecture and self-service account features to reduce operational burden and improve the purchasing and renewal experience.

### **First American Financial Corporation**

*Software Support Analyst*

February 2016 – February 2023 · Hybrid

- Supported customers across desktop, web, and mobile products, developing deep familiarity with real-world user workflows and operational pain points.
- Diagnosed and resolved product issues affecting reliability, billing, and day-to-day usage, serving as a feedback loop between users and internal teams.
- Contributed to early product and UX initiatives by creating page layouts, style concepts, and microcopy for a company website refresh, helping establish foundational patterns later used in production systems.

### **Freelance Web Designer & Systems Administrator**

January 2013 – February 2016 · Contract

- Designed and built WordPress websites for local businesses including restaurants, non-profits, and service organizations.
- Optimized site performance and page load times to improve SEO and usability, focusing on delivering fast experiences on low-cost hosting environments.

### **Massey Services, Inc.**

*Pest Technician*

July 2007 – January 2013 · On-site

- Managed a residential service route of 400+ customers, owning scheduling, service quality, customer retention, and route efficiency.

### **United States Army**

*NBC Specialist (Chemical, Biological, Radiological, and Nuclear)*

July 2002 – July 2007

- Served as an NBC Specialist, supporting unit readiness through equipment management, inspections, and training.

### **Tools & Platforms**

Figma, Adobe Creative Suite, Jira, Confluence, WordPress, WooCommerce, Stripe

### **Education & Certifications**

Associate of Science (A.S.), Network Systems Technology - Daytona State College

Google UX Design Certificate